

## **EXECUTIVE SUMMARY**

This document summarizes the findings and municipal marketing recommendations of The Active Network, Inc. (“Active”), for the City of Las Vegas (“City”). The purpose of this Las Vegas Corporate Partnership & Marketing Plan (“Plan”) is to provide the basis for the City to implement a Corporate Partnership & Marketing Program (“Program”). The objective of this Program will be to generate recurring, long term incremental revenues as well as savings on the purchases of goods and service by means of City partnerships with private enterprises.

In preparing the recommendations contained in this document, the work proceeded as follows. Active:

- developed a comprehensive understanding of the policies, practices, priorities and existing contractual commitments of the City organization;
- identified, inventoried, and valued City assets that will be of commercial appeal to corporate partners;
- translated our findings into a specific action plan for marketing those City assets that create value; and
- crafted a framework to guide the City in the implementation phase to come, which Active is prepared to lead.

The Plan describes Active’s appraisal of the full scope of the available opportunities, then recommends a plan for capitalizing on these opportunities by focusing on specific applications and the industries that specialize in them, and provides guidance for moving forward with the implementation of the Plan.

## **PLAN FOR MARKETING CITY ASSETS**

Based on our analysis of the revenue generating partnership potential, practices and policies in the City, Active has identified a minimum of eight opportunity categories to pursued in a sequence related to their likely appeal to corporate partners, economic benefit to the City (including stimuli to economic development and attracting visitors), and beneficial impact on the quality of life for its citizens.

ACTIVE recommends the following categories:

1. Media Services
2. Web site Commercial Mapping/Advertising
3. Licensing & Branding
4. Telecommunications/Technology
5. Banking
6. Made for Partnership Packages
7. Las Vegas Proud Partner Program
8. Affinity Bank Cards

Incremental City revenue and cost savings attributable to these programs are estimated to range from \$1.1 – 5 Million within the first three years after implementation. These numbers will continue to grow as long-term contract accelerators kick in and new category segments on the list above are activated.

## **PROGRAM POLICY**

We have proposed a policy to support the implementation of the Program. The purpose of this proposed policy statement is to provide guidelines for the development, implementation and management of the Las Vegas Corporate Partnership & Marketing Program, in order to ensure that all resultant partnership agreements support the City's goals, meet all legal mandates, and remain responsive to the public's needs and values.

## **NEXT STEPS**

The execution of the Corporate Sponsorship & Marketing Program entails the application of substantial effort, skill, and commitment. To ensure the success of the Program the consultant will need to work closely with the City Manager's Office, and Partnership Committee, which will continue administrative oversight, and the City Departments. The Partnership Committee will act as a liaison between the City, the consultant and the partner contacts.

Upon review and approval of the City Council, Active will begin implementing the Corporate Partnership Program. Once the appropriate sequence for marketing the recommended categories has been agreed upon, Active will engage with prospective corporate partners to initiate the sponsorship sales process. The following procedural steps will be followed:

- Build customized packages that are competitively vetted
- Customize RFPs for each category
- Develop short list of Partners
- Make recommendation to negotiate
- Sponsorship Committee will review all partnership opportunities
- Council will review all sponsorships \$50K+
- Council will approve all agreements

Wherever necessary, Active will provide to the City project recommendations that may include a more comprehensive description of the project than provided in the Corporate Partnership & Marketing Plan. Fully capitalizing on these opportunities will be contingent on the City's continuing commitment to the Program, including centralized management, and to an assertive marketing strategy by Active.

## Appendix A

# Timeline

### Example of Sponsorship & Marketing Program Plan Timeline

The following chart represents a 3 year timeline to execute the priority categories  
 Inaugural programs represented by yellow text; ongoing programs represented by white text.

